BIRD

Chromalin

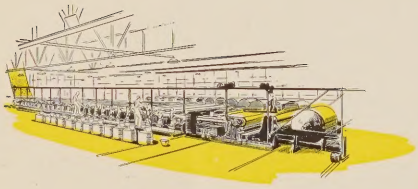
FLOOR COVERINGS

BIRD
NEPONSET
PRODUCTS
TRADE MARK
REG. U.S. PAT. OFF.

BIRD AS AN INSTITUTION

Founded in 1795, the continuous success of Bird and Son, inc. has proved the sound principles upon which they make and distribute their products. A long time in business is something which may mean much, and when coupled with a continuous record of quality production, with more and more dealers handling our products, does mean a great deal.

While this book is devoted to Chromalin Floor Coverings, it is of interest to note that the great number and variety of Bird products testify to the vast manufacturing experience supporting every article made by Bird and Son, inc. The most familiar Bird Products are Asphalt Roofings and Building Papers, Asphalt Mineral Surfaced Shingles and Sidings, Printed Felt Base Floor Coverings, Chromalin Floor Coverings, Solid Fibre and Corrugated Shipping Containers, Shoe Cartons, Paper Flower Pots, and Index Pressboard.



Bird Chromalin is an absolutely new type of floor covering. There is nothing else like it today. The colors and pattern extend through the entire thickness to the backing.

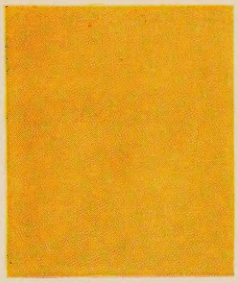
Chromalin is made in a wide assortment of designs and patterns as well as in Plain, Jaspe and Marbleized effects.

Dollar for dollar Chromalin will give satisfaction commensurate with lighter gauges of inlaid linoleum and may be safely used on floors and for purposes suitable for that type of floor covering.

CHROMALIN Plain

NO. 10
CHROME GREEN

NO. 6
BLACK



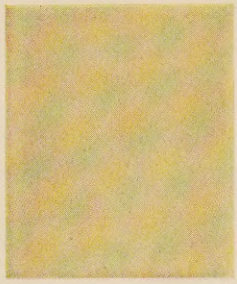
NO. 18
YELLOW

NO. 11
SEAL BROWN

NO. 17
TERRA COTTA

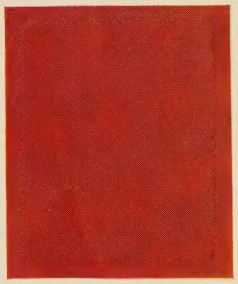
NO. 13
TURQUOISE BLUE

NO. 19
EMERALD GREEN



NO. 8
EGG SHELL

NO. 7
ORANGE

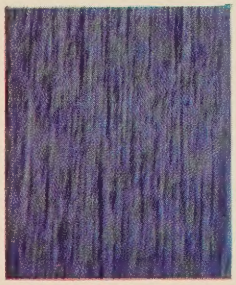


NO. 15
CRIMSON

CHROMALIN Jaspé

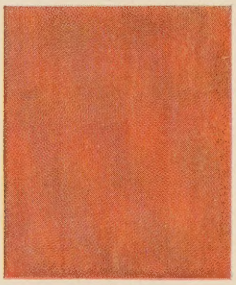
NO. 32
TURQUOISE BLUE

NO. 30
CHROME GREEN



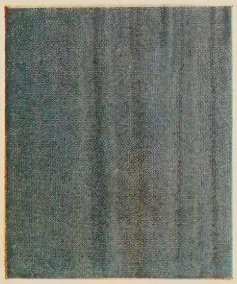
NO. 53
FRENCH BLUE

NO. 54
GRAY



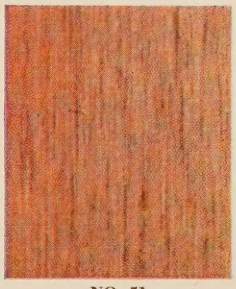
NO. 35
RUST

NO. 56
BLACK

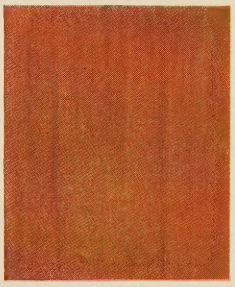


NO. 33
POWDER BLUE

NO. 50
LEAF GREEN



NO. 51
TAN



NO. 31
SEAL BROWN

A WIDE SELECTION

Twenty accepted colors in plains, and jaspes are available in the Bird Chromalin line. Interesting and attractive effects are possible. Full rein can be given to decorative fancies. Either with or without Chromasets, the color range in plains and jaspes offers a wide selection.

CHROMALIN MARBLEIZED

NO. 431

NO. 435

NO. 433

NO. 271

NO. 439

NO. 434

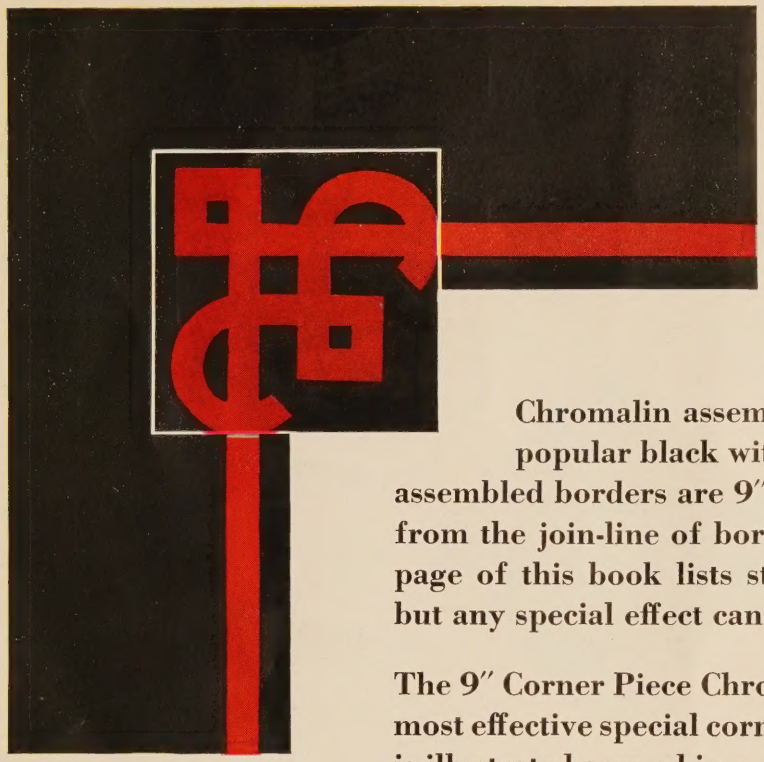
THE POPULAR FIELD COLORS—Chromalin Marbleized The carefully selected marbleized tones handsomely complement the line of plains and jaspes. Whether border and feature stripping or Chromasets are used or both these colors are planned to perfectly fill the requirements of interior decorators and consumers alike.

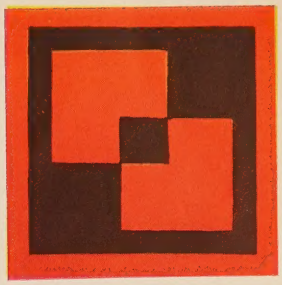
NO. 430

Chromalin Marbleized laid in tile form.

Border and field of Chromalin Marbleized.

CHROMALIN ASSEMBLED BORDERS and 9″ CHROMASETS





GEOMETRIC

Chromalin assembled borders may be had in the popular black with contrasting feature strips. All assembled borders are 9″ wide with a 1″ feature set 1″ in from the join-line of border and field material. The last page of this book lists standard combinations available, but any special effect can be made to order.

The 9″ Corner Piece Chromaset illustrated above makes a most effective special corner treatment. This Corner Piece is illustrated as used in a standard assembled border. The matching key is the feature strip. Properly fitted then this 9″ Chromaset sets 4½″ into the border and 4½″ into the field.

STAR—9″

Use of a star in a Bird Custom designed Radio Station installation.

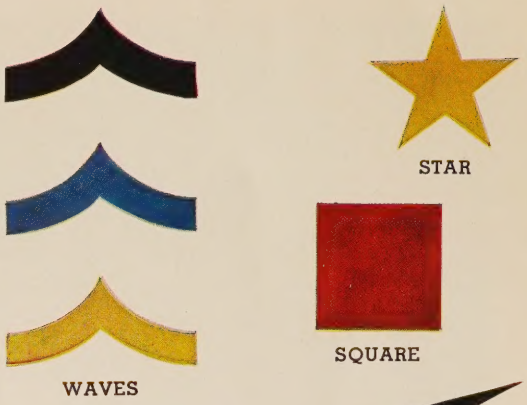
STANDARD SMALL CHROMASETS

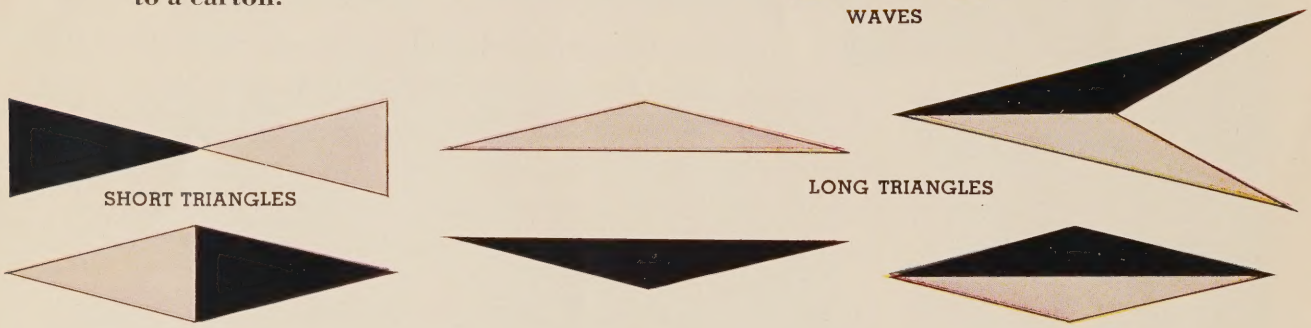
FLOOR PLAN UNITS

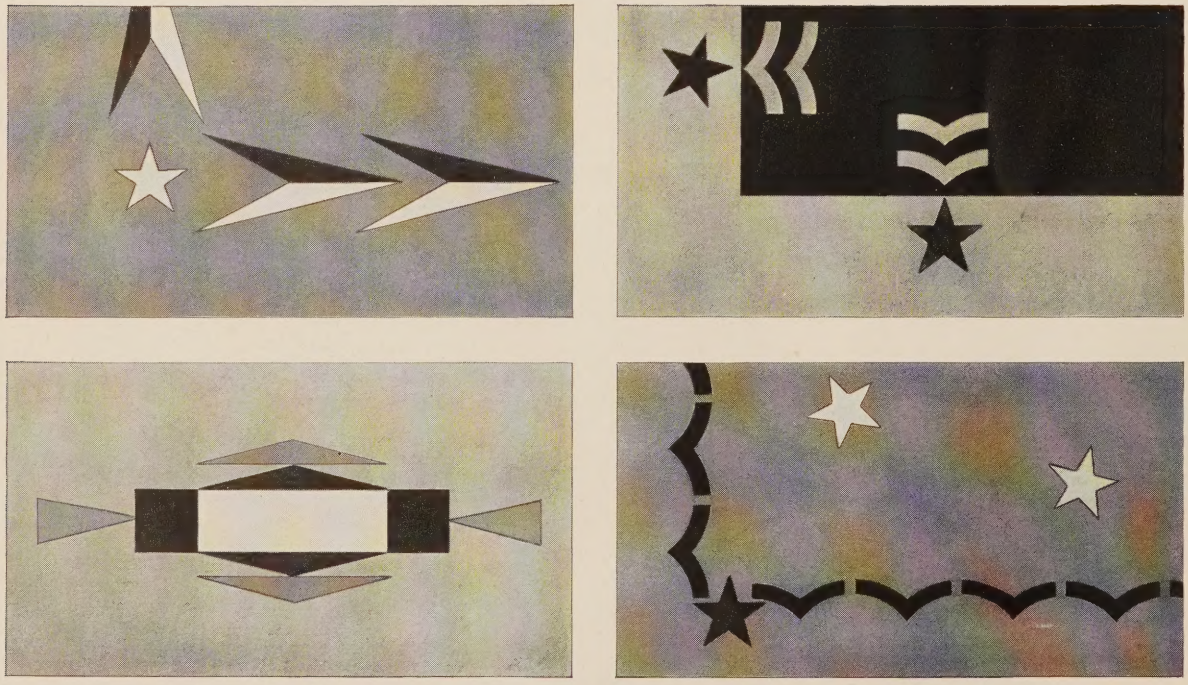
With these simple designs many interesting effects may be achieved.

The following colors are offered: Egg Shell, Black, Yellow, Turquoise Blue, Emerald Green, Crimson Red and Orange.

Fifteen of one color and one design to a carton.







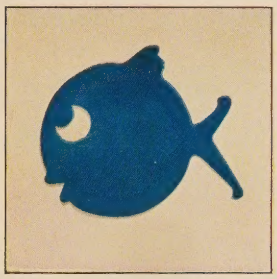
Above are four novel floor designs easily constructed with floor plan units. The individual arrangements possible are almost unlimited.

STANDARD 9″ CHROMASETS

WREATH—9″

BIRD—9″

ANCHOR—9″



FISH—9″

SEA HORSE—9″

BOAT—9″

READY BUILT CHROMASETS

Individual 9″ Chromasets in two colors offer many opportunities to lift the plain floor into one of individuality and brightness.

Just the addition of a Sea Horse as shown in the bathroom scene on this page adds that extra touch of smartness—that little spark that makes the floor a living significant part of the room.

Bird Chromasets are all perfectly cut, assembled and mounted on a cheesecloth backing ready to be laid. Simply score around the outside edge (circle or square) and set into the cut out area, tight and perfectly fitted.

STANDARD 9″ CHROMASETS

TEA CUP—9″

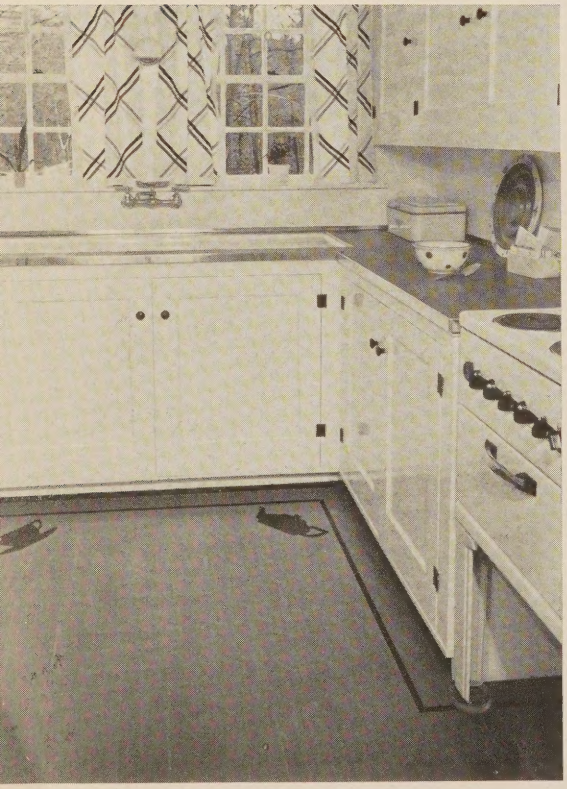
FLOWER POT—9″

WATER JUG—9″

Every Chromaset is made for a particular decorative floor treatment, yet the design selection embraces a wide appeal for all tastes.

For bathrooms the Anchor, the Fish, the Boat or the Sea Horse are very effective. For more formal areas such as reception rooms, foyers and lobbies the Wreath, the Star or the Geometric figures are appropriate.

Chromasets in a background of Chromalin Plain and Jaspe Floor Coverings are equally useful in both domestic and commercial installations.



A kitchen floor that's easy to live with.

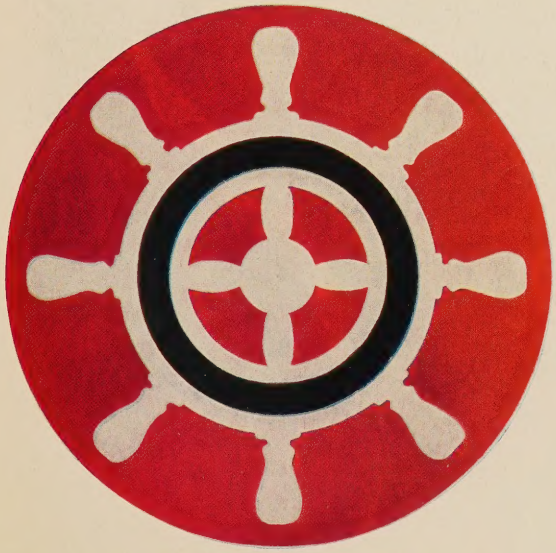
A florist uses his floor to further promote his products.

STANDARD 18″ CHROMASETS

Larger Chromasets are helpful when one central motif is preferable to several corner designs. The picture below illustrates how this women's shop has used the compass effectively.

When the nature of the room or better the purpose for which the room is to be used dictates no border and feature work the larger Chromaset often adds that touch that transforms a floor from mediocrity to beauty. 18″ Chromasets are also available in several combinations of three colors.

TEA SET 18″

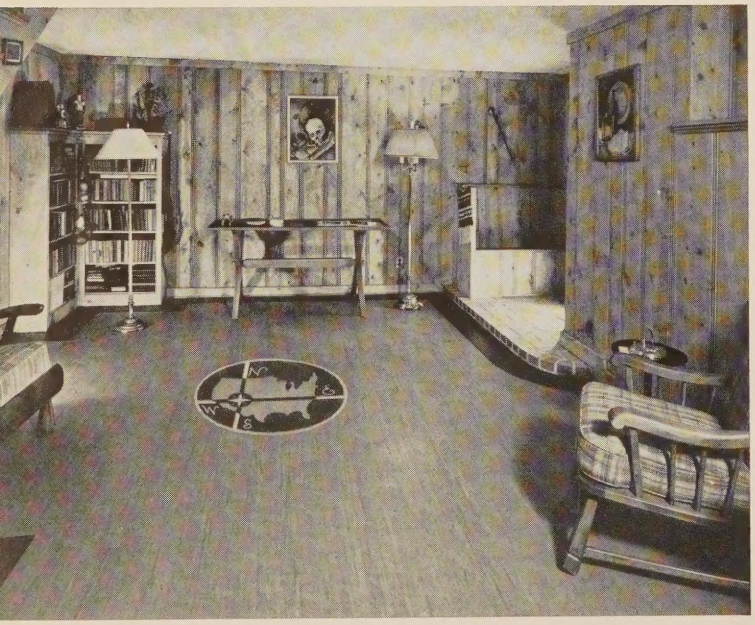


SHIP'S WHEEL 18″

CUSTOM BUILT CHROMASETS

Chromasets can be made up especially for any decoration problem. These above illustrate a few recently cut to order jobs. Any picture can be interpreted in floor covering. And the Bird Design Service Department can assist you by presenting carefully planned floor ideas.

Give us room dimensions, color schemes and generalities on the placement of furniture. We will gladly send you colored scale drawings with recommended floor decorations.



An Interesting Floor — An Interesting Room

Effective use of an 18″ Chromaset

CHROMASET Color Combinations

9″ CHROMASETS

Star — Black, Egg Shell and Crimson. Three to a package, one of each combination.

Bird — Turquoise Blue and Yellow. Four to a package, two of each combination.

Tea Cup — (a) Black, Egg Shell and Crimson. Three to a package, one of each combination.

(b) Black, Egg Shell and Emerald Green. Three to a package, one of each combination.

Wreath — Black, Egg Shell and Turquoise Blue. Three to a package, one of each combination.

Flower Pot — Black, Emerald Green and Yellow. Three to a package, one of each combination.

Anchor — Black, Egg Shell and Turquoise Blue. Three to a package, one of each combination.

Fish — Black, Turquoise Blue and Egg Shell. Three to a package, one of each combination.

Sea Horse — Black, Turquoise Blue and Egg Shell. Three to a package. One of each combination.

Water Jug — (a) Turquoise Blue, Egg Shell and Yellow. Three to a package. One of each combination.

(b) Black, Egg Shell and Crimson. Three to a package. One of each combination.

Boat — Black, Egg Shell and Turquoise Blue. Three to a package. One of each combination.

Geometric —

(a) Black and Egg Shell and reverse . . . . 1 pkg.
(b) Black and Emerald Green and reverse . . 1 pkg.
(c) Black and Crimson and reverse . . . . 1 pkg.
(d) Black and Turquoise Blue and reverse . 1 pkg.
(e) Black and Orange and reverse . . . . 1 pkg.

Four to a package. Two of each combination.

18″ CHROMASETS

Compass — (a) Black, Crimson and Egg Shell. Three to a package, one of each combination.

(b) Black, Turquoise Blue and Egg Shell. Three to a package, one of each combination.

Ship's Wheel — (a) Black, Egg Shell and Crimson. Three to a package, one of each combination.

(b) Black, Egg Shell and Turquoise Blue. Three to a package, one of each combination.

Tea Set — (a) Black, Orange and Yellow. Three to a package, one of each combination.

(b) Black, Turquoise Blue and Egg Shell. Three to a package, one of each combination.

ASSEMBLED BORDERS

The following combinations are available:

206A. Black with Egg Shell Feature.

206B. Black with Emerald Green Feature.

206C. Black with Crimson Feature.

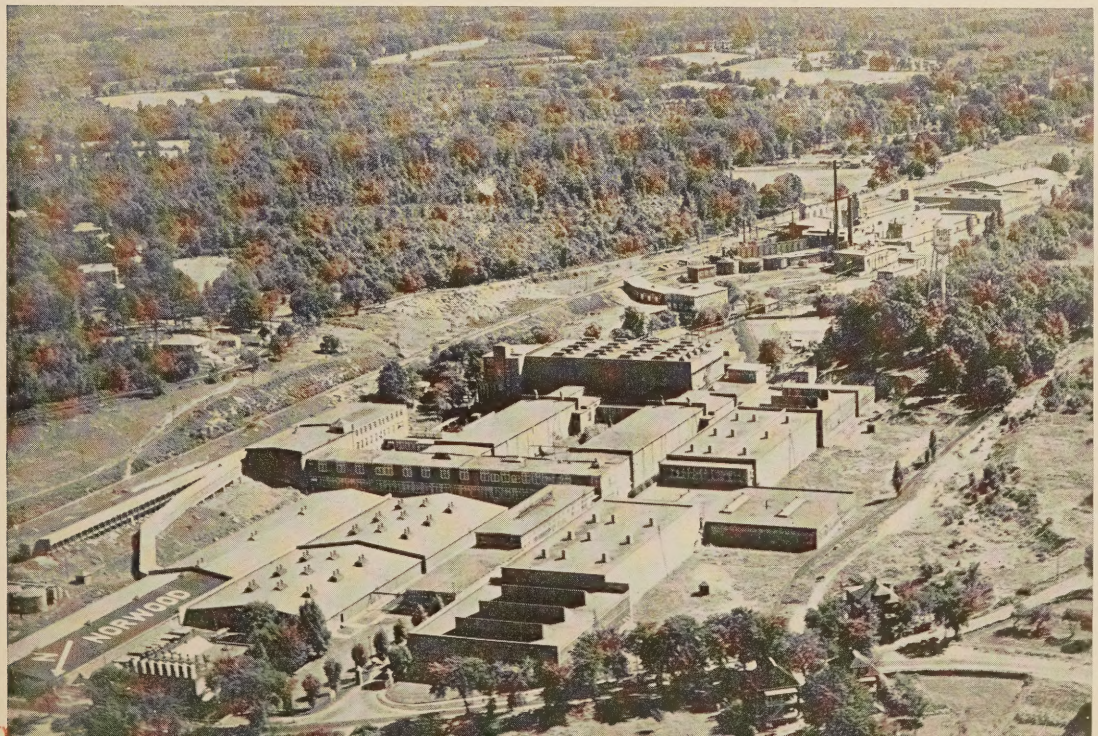
206D. Black with Turquoise Blue Feature.

206E. Black with Orange Feature.

206F. Black with Yellow Feature.

One combination to a roll — 50 lineal feet. Other border body colors and features made to order as follows: 7″ body — 1″ feature — 1″ body.

CORNER PIECE—9″ is available in packages of the colors 206A—206E (inclusive) and reverse, eight to a package, four of each combination.



The Floor Covering Unit of the Bird Plants

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BIRD AND SON, inc.

Established 1795

FLOORING DIVISION

EAST WALPOLE, MASS.

NEW YORK CHICAGO